

Message Text

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ACTION COME-00

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FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 1475

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E.O. 11652: N/A

TAGS: BEXP, VE

SUBJ: PROPOSED NORTH TEXAS COMMISSION IOGA TRADE MISSION
TO BRAZIL, COLOMBIA, AND VENEZUELA

REF(A) STATE 290274 (B) 304816

1. SEMANA SANTA (HOLY WEEK) IN VENEZUELA INCLUDES FOUR DAYS OF HOLIDAY, BEGINNING THURSDAY APRIL 15, LASTING THROUGH SUNDAY APRIL 18. IN PRACTICE, MOST PEOPLE WHO CAN AFFORD TO DO SO DEPART FOR WEEKLONG HOLDIDAY TO BEACH RESORTS BEGINNING FRIDAY 9 APRIL AND RETURN TO OFFICES ON TUESDAY APRIL 20.

2. BEST TIME FOR MISSION IN VENEZUELA WOULD BE IN PERIOD AFTER APRIL 20. AS DEPARTMENT AWARE, POST IS HOSTING AVIATION MISSION AND SEMINAR ARRIVING APRIL 24 AND DEPARTING APRIL 28, AND WE ARE SIMPLY NOT STAFFED TO HANDLE TWO TRADE MISSIONS SIMULTANEOUSLY; THEREFORE, SUGGEST THAT LAST WEEK OF MARCH, FIRST WEEK OF APRIL, OR ALTERNATIVELY FIRST TWO WEEKS OF MAY, WOULD BE MORE APPROPRIATE TIME FOR MISSION TOUR.

3. REGARDING MARKET PROPECTS, POST ATTEMPTING TO CONTACT MAJOR DEALERS OF MEDICAL EQUIPMENT FOR APPRAISAL OF MARKET POTENTIAL BASED ON REF. B. DEPARTMENT SHOULD KEEP IN MIND, HOWEVER, THAT MEDEQUIPOS SHOW IN JUNE 1975 WAS A MAJOR SALES EFFORT IN THIS FIELD BY A BROAD SPECTRUM OF U.S. FIRMS. THUS, MARKET, WHILE NOT SATURATED, OFFERS LESS PROMISING PROSPECTS. DURING MEDEQUIPOS SHOW, TOP QUALITY LOCAL AGENTS WERE TURNING AWAY NEW LINES BEING OFFERED BECAUSE THEY ALREADY HAD MORE PRODUCT LINES THAN THEY CAN SERVICE.

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4. POST WILL ATTEMPT TO SUBMIT MORE DETAILED MARKET INFORMATION
BY JANUARY 15 WHEN WE HAVE GONE OVER CONTENTS OF REF. B WITH
LOCAL DISTRIBUTORS.
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